Subject: Mission Statement
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Date: 03/23/2016 10:48 AM
To: Lorena Parker <lparker@sanpedrobid.com>

Just a few comments.

Instead of "What business are we in?" how about something like "What purpose do we serve?"

Same for " What is our business for?" Maybe "What should we try and accomplish?"

In the "Propose Vision Statement" insert ",who pay the assessments," after "...property owners". This is important and needs to be in the forefront at all times.

In the "Suggested Goals",

Two items about branding. Why?

Something to the effect that increasing rent demand (ie "Reduce the supply of vacant properties) to reduce vacancies should/would also decease the uses that now do not benefit the mission statement. "...a desirable place for all visitors, residents and employees."

Why is the marketing budget only $120,000. We are allowed up to 110% of the original budget!